

FOOD INDUSTRY TRENDS: CLEAN LABEL AND PRESERVATION

It is well known that natural remedies have been used since the beginning of time to improve food preservation and extend their shelf-life. Salt, sugar or vinegar are the most significant examples that are still used today. Nowadays, there is a wide variety of food additives that, in addition to preserving food, help to maintain its organoleptic characteristics such as taste, smell, texture, freshness... and even its nutritional value.

On top of this, consumers are increasingly interested in knowing what they are putting into their bodies. Therefore, the general claim is for traditional additives to evolve into more natural alternatives, and above all for their labelling to be clearer and more understandable. This is why the concept of clean labelling has gained popularity. Stay with us and continue reading to explore what is the exact meaning of the term “clean label” and its importance in food preservation.

What is “clean label”?

The term "clean label" refers to the tendency of food companies to use natural and recognisable ingredients in their products, avoiding artificial additives, colourings and synthetic preservatives. This results into simpler and easier to understand labels for consumers. This initiative responds to consumers' demands for clear and reliable information on the composition of the food they will ultimately consume. Beyond the simple list of ingredients, the clean label represents a commitment to transparency, quality and health. And above all, that the consumer is able to objectively analyse and evaluate the product to draw conclusions about what they are eating.

What are the benefits of clean label?

- Transparency and consumer trust

The aim is to make it easy for consumers to identify the ingredients used in a product. The clean label model promotes transparency by allowing consumers to easily understand what they are eating. In addition, by providing simpler labels free of unknown ingredients, brands can build trust and loyalty among their clients.

- Health and wellness

It is a fact that all authorised additives used in the food industry are considered safe, as they are regulated by the competent authorities (EFSA, in the case of Europe), who set acceptable daily intake amounts to set limits on their incorporation in food. On the other hand, clean label foods are usually composed of natural ingredients, which makes them perceived as healthier by avoiding these synthetic ingredients and some additives that are considered potentially harmful. By choosing clean label products, consumers can reduce their exposure to artificial substances and thus promote a healthier lifestyle.

- Sustainability

Clean label is also linked to more sustainable agricultural practices by promoting the use of natural and organic ingredients. By using natural and organic ingredients, brands can support responsible agriculture and reduce their environmental impact.

What is the connection between food preservation and the term clean label?

The relationship between food preservation and the term clean label is fundamental to understanding the evolution of the food industry towards healthier and more sustainable practices. Traditionally, food preservation has entailed the use of a variety of additives and artificial preservatives to prolong the shelf-life of products. However, with consumers' growing interest in transparency and naturalness of food, there is a need to find healthier and cleaner alternatives for preservation.

This is where the concept of clean label comes into play. By prioritising natural and recognisable ingredients, brands can offer products with cleaner labels and free from synthetic additives, while maintaining quality and food safety. This not only responds to consumer demands, but also promotes a more responsible approach to food production, encouraging sustainable agricultural practices and reducing environmental impact.

What natural alternatives do exist for preservation?

In the search for natural alternatives for food preservation, the food industry has explored a wide range of ingredients and methods that offer efficacy without compromising the quality or naturalness of products. One of the most prominent alternatives are natural antioxidants, such as ascorbic acid (vitamin C) and tocopherols (vitamin E), which can prevent food oxidation and thus prolong shelf-life. These antioxidants are widely found in fruits, vegetables and herbs, making them attractive options for manufacturers seeking to preserve their products naturally. [Click here](#) for more information regarding these antioxidant additives.

But of course there are also natural preservation alternatives based on biotechnology, such as the use of ferments which through different mechanisms of action can protect against harmful microorganisms, as we have mentioned in previous blog posts.

Where can I find these clean label - natural preservation alternatives?

Clean label is not only a trend in the food industry, but also a response to the demands of health and transparency-conscious consumers. As a company, by adopting clean labelling practices and looking for natural alternatives for food preservation, you can meet your customers' needs and promote a healthier and more sustainable lifestyle.

If you are looking for natural preservation alternatives to embrace clean label for your food products, you have landed in the right place. At Amerex we offer a wide range of natural ingredients for food preservation. Our product selection is designed to meet the needs of the food industry for clean and transparent solutions. For example, the [Biamex](#) range of biotechnology-based natural preservatives that target pathogenic microorganisms, as potential substitutes for chemical additives or treatments to make your product cleaner and more accessible to your consumers.

You can check our website to explore our offer and find out how we can help you take your products to the next level with quality ingredients and clean labels. Do not hesitate to contact us!

- By sending an email to: imasd@amerexingredientes.com
- By calling us: +34 91 845 42 14
- By filling in the form bellow

See you neXt time!